

**SME Development Fund  
Final Report of Approved Project**

Project Title : Assisting Hong Kong Brands and Products to  
(Reference No.) Explore Central China Market through Organizing  
“Wuhan Hong Kong Brand Week” Serial  
Activities  
(D11 002 003)

Period covered : From 1 November 2011 to 31 August 2012  
(dd/mm/yy) (dd/mm/yy)



- Showcase Gallery
  - Consumer Survey
  - Business Networking Meeting
  - Training Workshop
  - Experience Sharing Seminar
  - Publicity Campaign and promotion
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## 2. Summary of Project Results

### Project Deliverables

Please list out the targeted project deliverables as stated in the project proposal appended to the project agreement and provide details of actual result achieved, including beneficiaries, for each of them.

1.) **Showcase Gallery:**

71 Hong Kong brands joined the showcase gallery at the “2012 Hong Kong Trendy Products Expo, Wuhan” with over 160 products displayed during 28 April to 2 May 2012. Among them, 5 brands were from fashion and accessories, 10 from jewellery and watches, 13 from household products and fine living, 10 from home appliances, 14 from food and 19 from Chinese medicine, healthcare products and beauty products.

The gallery successfully attracted 300,000 visitors during 5-day exhibition.

2.) **Consumer Survey**

A consumer survey was conducted to collect the views of Wuhan Citizens in regard to Hong Kong brands and products and to understand their consumption behavior. The Survey interviewed 831 Wuhan consumers and a comprehensive analytic report was compiled, which provides up-to-date and in-depth information about Central China market, especially useful for Hong Kong SMEs’ reference. The “Survey Report on Central China Consumers’ Perception of Hong Kong Brands” was released in mid-June and uploaded on Project’s webpage at the official website of the Hong Kong Brand Development Council.

3.) **Business Networking Meeting:**

A 2.5-hour business matching meeting was organized at Wuhan International Exhibition and Convention Center on 28 April. Over 70 Hong Kong brand operators and more than 150 Mainland distributors and buyers joined the meeting.

4.) **Training Workshop:**

A 7-hour training workshop on “Marketing Strategies and Practices in Exploring Central China Market”, was organized on 26 March; and 47 (out of 71 enrolments) local brand operators and SMEs attended the workshop.

5.) **Experience Sharing Seminar**

A 3-hour experience sharing seminar was organized on June 15 and 120 (out of 140 enrolments) local brand operators and SMEs attended the workshop.

6.) **Publicity Campaign in Hong Kong**

A media briefing on “Wuhan Hong Kong Brand Week” was organized and 5 media representatives and 20 local brand operators and SMEs attended the briefing.

A phased advertising campaign was rolled out on trade-related local newspaper and magazines, including “Hong Kong Entrepreneurs”, “Sing Tao”, “Hong Kong Economic Times”, “Ming Pao”, “Hong Kong Economic Journal”.

**7.) Promotion in Wuhan**

Advertisements had been placed on Wuhan's newspaper and radio including "Wuhan Late Newspaper", "武漢楚天都市報" and "武漢楚音樂台".

**8.) Promotional Materials**

A set of promotional materials, including 30,000 leaflets and 500 brochures of the gallery exhibitors as well as 5,000 banner pens, was produced and distributed to promote the showcase gallery and Hong Kong Brand Week.

**9.) On-line Promotion**

A webpage section entitled "Wuhan Hong Kong Brand Week" was created within the website of the Hong Kong Brand Development Council. Information and activities of the project had been updated on the section and the "Survey Report on Central China Consumers' Perception of Hong Kong Brands" were duly uploaded for SME's easy and free download and reference.

**Actual Benefits to SMEs**

Please indicate *in clear, specific, tangible and quantifiable terms* the benefits of the project and its contribution to enhancing the competitiveness of Hong Kong's SMEs in general or SMEs in specific sectors, in not more than 400 words.

This project has provided a wide range of support to local SMEs, helping them to acquire practical skills, up-to-date market intelligence and business opportunity for tapping into the Central China Market. Meanwhile, the project has also enhanced the collective image of Hong Kong brands, while helping to raise Mainland consumer's awareness in regard to Hong Kong brands and products

The Project features a series of diversified activities that tied in well with the current needs of Hong Kong SMEs. In particular, the "Brand Hong Kong, Stylish Gallery" showcase attracted the eyeball of a huge number of Wuhan visitors, providing an effective fast-track for SMEs to access a Central China. Besides, the dissemination of promotional materials including leaflets, brochures and souvenirs, together with the rolling out of an intensive advertising campaign via Wuhan's media, also helped to promote Hong Kong brands and products to wider audience.

The business networking meeting successfully assembled about 70 Hong Kong SMEs representatives and over 150 Central China retailers and service providers. Many Hong Kong SMEs obtained precious opportunities for meeting potential buyers especially the large-scale retailing chain operators, and the business connections they established on that occasion are beneficial to their future development in the Central China Market.

The training workshop and experience sharing seminar were effective platforms for SMEs to acquire practical knowledge and skills, access up-to-date information, exchange views and share real-life experience in relation to Mainland's domestic market. As questionnaire surveys conducted on the participating audience affirmed, 94% participants agreed that the training workshop was useful, close to 93% recorded for experience sharing seminar. Furthermore, 97% and 86% audience indicated that they were satisfactory with the training workshop and experience sharing seminar respectively.

The finding of consumer survey embodies first-hand intelligence and in-depth insights regarding Central China consumers' behavior as well as their perception on Hong Kong brands and products. Moreover, to the extent that the mainstay of the respondents to the Survey were tertiary-educated younger generations with a certain level of purchasing power, who factually represent Mainland's most important consumer groups in the coming decade, the survey results based on such sample structure could provide useful information with long-term reference values, which in particular would help Hong Kong companies to better understand the Chinese middle-class market and grasp the future consumption trends.

A dedicated webpage section was created within the official website of Hong Kong Brand Council to host the updated information of "Wuhan Hong Kong Brand Week". The 23-page "Report on Survey on Central China Consumers' Perception of Hong Kong Brands" is available on the webpage for free download by local SMEs and interested parties. Moreover, detailed information of the participating brands of the showcase gallery was uploaded on the webpage, providing an additional e-channel for these SMEs to promote their brands and products.

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## Milestones (in chronological order)

# Please indicate if the milestone is completed (C), deferred (D) or not achieved (N). If it is deferred, please indicate the revised completion date. For those milestones which are deferred or not achieved, please also provide the reasons under item 2.4.

<u>Milestone</u> (as set out in the project proposal appended to the project agreement)	<u>Original target completion date</u>	<u>Revised target completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
(a) Formulation of selection guidelines and formation of selection committee; Media briefing; website set-up and update	31/12/2011		C
(b) Recruitment of participating companies of the showcase gallery	31/1/2012		C
(c) Screening of participants and collection of products/ information for showcase gallery; enrolment of participants of the training workshop	15/3/2012		C
(d) Preparation for the design and decoration of the showcase gallery	25/4/2012		C
(e) Design and production of survey questionnaire, promotional materials and souvenirs	25/4/2012		C
(f) Delivery of one-day training workshop; recruitment of participants of the business networking meeting	25/4/2012		C
(g) Construction of showcase gallery	27/4/2012		C
(h) 5-day exhibition period; conduction of business networking meeting; collection of questionnaire from visitors	2/5/2012		C
(i) Data input and analysis of the consumer survey; preparation of survey report; delivery of experience-sharing seminar	31/8/2012		C
(j) Uploading of post-event activities recapture and survey report onto website	31/8/2012		C

### Marketing/Dissemination Activities (in chronological order)

Please provide details of all completed and on-going promotional and/or dissemination activities for each of the project deliverables. Such activities may include advertisements, seminars, workshops, etc.

<u>Date/ Period</u>		<u>Description</u>	<u>No. of beneficiaries</u> (Please specify whether they are SMEs or not)
15/11/2011		Media Briefing to announce the launch of the Project	
10/2011 - 5/2012	Showcase Gallery	<p>(a) Promotion to local SMEs and Recruitment of participating companies:</p> <ol style="list-style-type: none"> <li>1 Websites: i) HKBDC, ii) CMA, and iii) HKBPE</li> <li>2 E-mailing and direct mailing of the circulars: i) Over 400 HKBDC corporate members and SME Branding Club members; ii) Over 8,000 CMA member companies and affiliated companies; iii) Over 1,000 HKBPE exhibitors.</li> <li>3 Media Advertising i) Hong Kong Economic Times; ii) Sing Tao Daily; iii) Hong Kong Economic Journal ; iv) Hong Kong Entrepreneur; v) 武漢晚報; vi) 楚天都市報; vii) 武漢楚天音樂台</li> </ol> <p>(b) Set up of showcase gallery: i) A showcase gallery had been designed to accommodate over 160 exhibits in 6 categories; ii) Information counter, backdrop and information panels were set up; (iii) Promotional materials including leaflet, brochure and banner pen (souvenir) were produced and distributed ; iv) Billboard and buntings were set up at the venue of the “2012 HK Trendy Products Expo, Wuhan”</p>	71 participating brands, 70% of them were SMEs
26/3/2012	Training Workshop	<p>(a) Recruitment of participating companies through:</p> <ol style="list-style-type: none"> <li>1 Websites: i) HKBDC, ii) CMA, and iii) HKBPE</li> <li>2 E-mailing and direct mailing of the circulars: i) Over 400 HKBDC corporate members and SME Branding Club members; ii) Over 8,000 CMA member companies and affiliated companies; iii) Over 1,000 HKBPE exhibitors.</li> <li>3 Newspapers and Magazines: i) Hong Kong Economic Times; ii) Sing Tao Daily; iii) Hong Kong Entrepreneur; iv) HK Economic Journal</li> </ol>	74 enrolments with over 60% turn-up rate, 70% of them were SMEs by estimation
2/2012 to 5/2012	Business Networking Meeting	<p>(a) Recruitment of participating companies:</p> <ol style="list-style-type: none"> <li>1 Websites: i) HKBDC, ii) CMA, and iii) HKBPE</li> <li>2 E-mailing and direct mailing of the circulars: i) Over 400 HKBDC corporate members and SME Branding Club members; ii) Over 8,000 CMA member companies and affiliated companies; iii) Over 1,000 HKBPE exhibitors.</li> <li>3 Newspapers and Magazines: i) Hong Kong Economic Times; ii) Sing Tao Daily; iii) Hong Kong Entrepreneur; iv) HK Economic Journal; v) 武漢晚報; vi) 楚天都市報; vii) 武漢楚天音樂台</li> </ol> <p>(b) Recruitment of potential buyers from Mainland China: Invitation letter and Email sent through collaborating partners, including CCPIT Wuhan, Wuhan Zhong Bai Bai Huo and Wuhan Associations.</p>	70 Hong Kong brand representatives and 150 Wuhan distributors and buyers enrolled with 97% and 64% turn-up rate respectively, 80% of Hong Kong companies were SMEs by estimation
2/2012 to 5/2012	Consumer Survey	<p>(a) Promotional activities:</p> <ol style="list-style-type: none"> <li>1 Websites: i) HKBDC, ii) CMA, and iii) HKBPE</li> </ol>	831 Wuhan residents were

		2 Newspapers and Magazines: i) Hong Kong Economic Times; ii) Sing Tao Daily; iii) Hong Kong Entrepreneur; iv) Hong Kong Economic Journal I; v) 武漢晚報; vi) 楚天都市報; vii) 武漢楚天音樂台	interviewed
4/2012 to 6/2012	Experience Sharing Seminar	<p>(a) Promotional activities:</p> <p>1 Websites: i) HKBDC, ii) CMA, and iii) HKBPE</p> <p>2 E-mailing and direct mailing of the circulars: i) Over 400 HKBDC corporate members and SME Branding Club members; ii) Over 8,000 CMA member companies and affiliated companies; iii) Over 1,000 HKBPE exhibitors.</p> <p>3 Newspapers and Magazines: i) Hong Kong Economic Times; ii) Sing Tao Daily; iii) Hong Kong Entrepreneur; iv) Hong Kong Economic Journal.</p> <p>(b) Report distribution Survey Report had been uploaded onto HKBDC website for free public download</p>	140 enrollments with over 80% turn-up rate, 90% of them were SMEs by estimation
Total no. of beneficiaries - no. of SMEs			: About 240 direct beneficiaries; about 20,000 SMEs by estimation
		no. of companies which are <u>not</u> SMEs	: About 60

### **Future Plan for Promoting the Project Deliverables**

The information of project and electronic version of "Survey Report on Central China Consumers' Perception of Hong Kong Brands" are keeping beyond the project period until the end of 2012 and provide a convenient and effective avenue to disseminating knowledge, experience and updated market information of Central China, freely accessible to local SMEs as well.